

A black and white movie poster for 'House of Crazies'. The background is a dark silhouette of a large, multi-towered house. On the left, a woman with dark hair is shown from the chest up, looking upwards with a concerned expression, her hand near her face. Below her, a skull with a bandage over its right eye is visible. The title 'HOUSE OF CRAZIES' is written in large, bold, white letters across the center. In the top right corner, the text 'a polite warning: THIS HOUSE IS NOT A HOME!' is displayed. To the right of the title, a quote reads 'SEE WHAT THE AUTHOR OF "/>

a polite warning:
THIS HOUSE
IS NOT
A HOME!

SEE
WHAT
THE
AUTHOR
OF
"PSYCHO"
IS UP TO
NOW!

"HOUSE OF CRAZIES"

PG



A
**DYNA-
MITE!**
ENTERTAINMENT



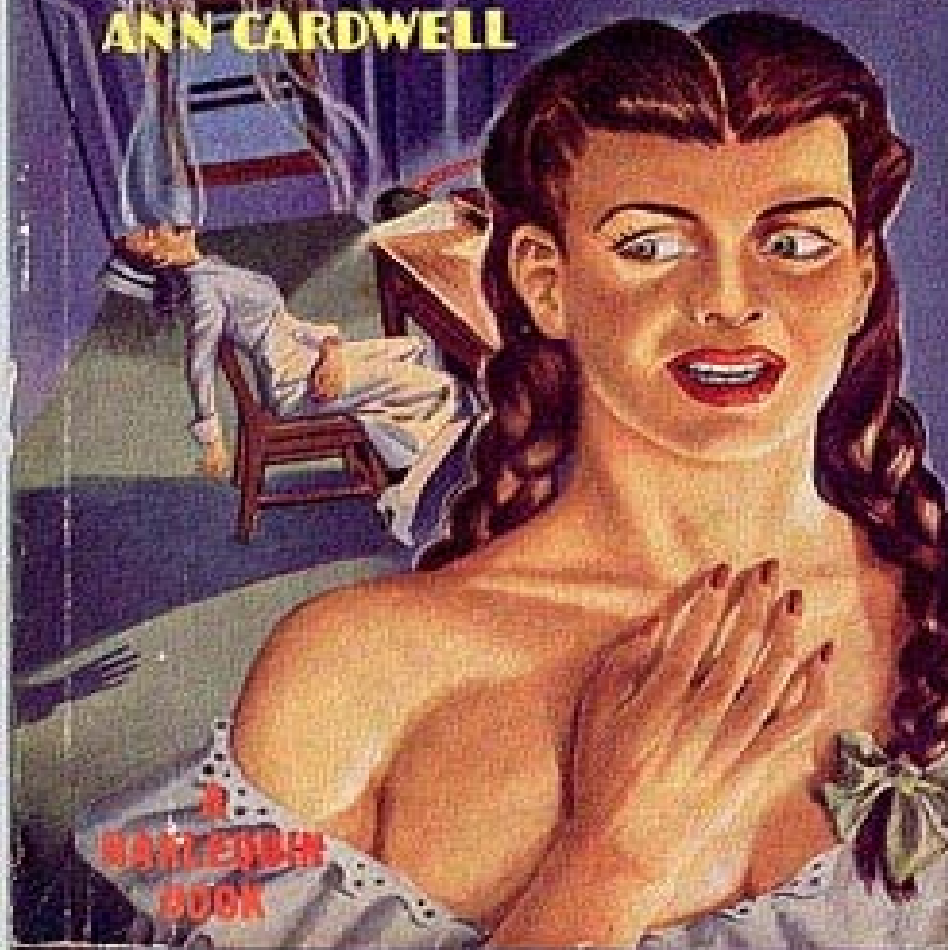


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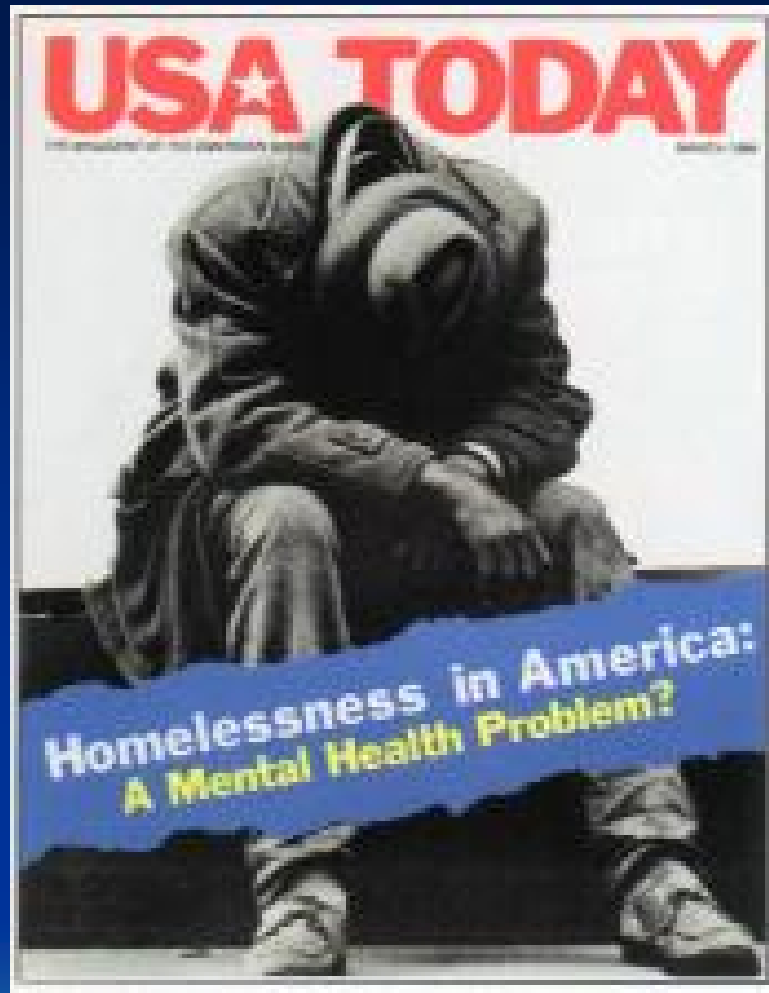
Terror Stalks the Hospital Halls

CRAZY TO KILL

ANN CARDWELL



A
HARLEQUIN
BOOK





Three examples of 1990's advertising....

NEW YORK POST

METRO

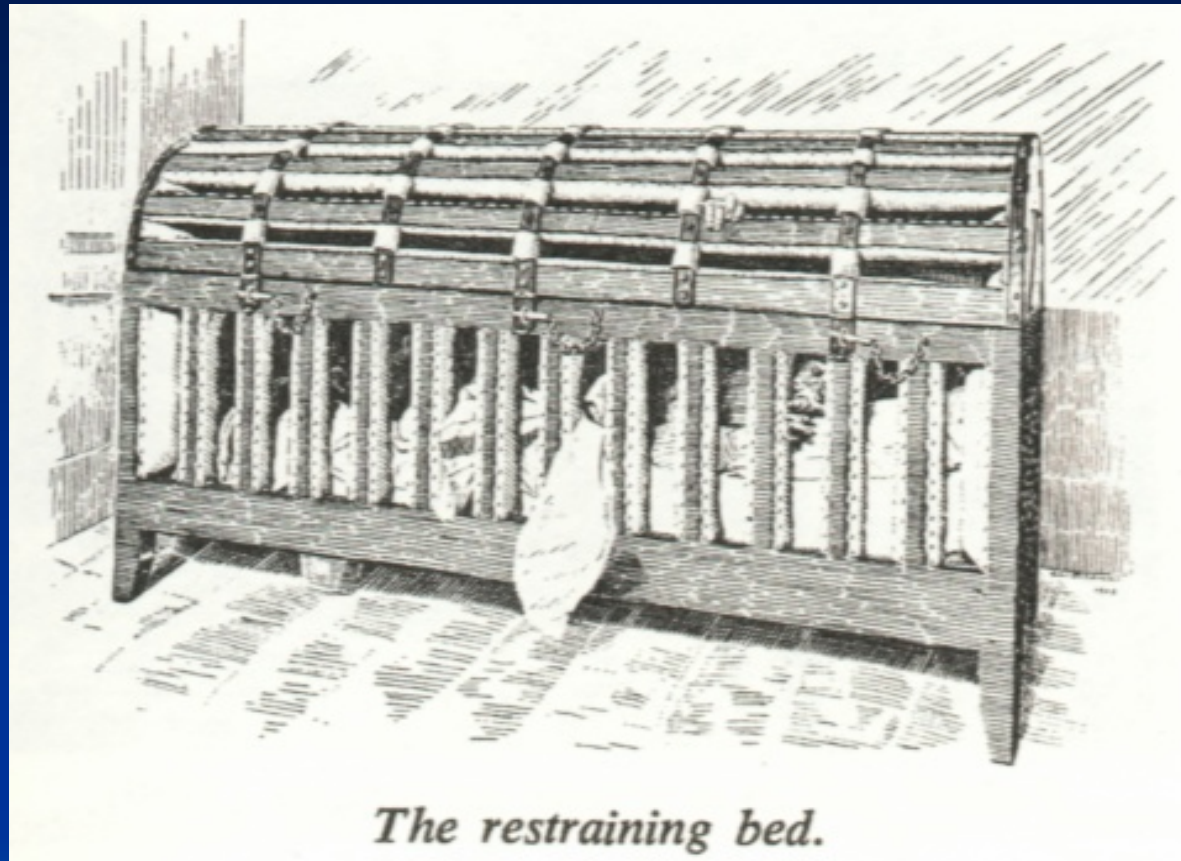
THURSDAY

THURSDAY, MAY 9, 1980 10 CENTS

FREED MENTAL PATIENT KILLS

5/09/80 MOM





Early 20th century illustration used later in 1970's era propaganda about the release of patients from state hospitals

RELEASED HUNTED IN MENTAL PATIENT TERROR ATTACK!

ARE INMATES TURNED
LOOSE FOR GOOD?

An open hearing on overcrowded
hospital facilities was

PERSON SUSPECT
FEATURES VICTIM!

THE NIGHT RUNNER

Starring **RAY DANTON • COLLEEN MILLER**

with **HARRY ANDERS • WILLIS BOUCHET**

1947

**When the patient
lashes out against "them"—**

THORAZINE®

brand of chlorpromazine

**quickly puts an end to his
violent outburst**

'Thorazine' is especially effective when the psychotic episode is triggered by delusions or hallucinations.

At the outset of treatment, Thorazine's combination of antipsychotic and sedative effects provides both emotional and physical calming. Assaultive or destructive behavior is rapidly controlled.

As therapy continues, the initial sedative effect gradually disappears. But the antipsychotic effect continues, helping to dispel or modify delusions, hallucinations and confusion, while keeping the patient calm and approachable.



SMITH KLINE & FRENCH LABORATORIES
leaders in psychopharmaceutical research



A reminder advertisement—For prescribing information, please see **PDR** or available literature.

Pared-down project would team police with psychiatric social workers to help the mentally ill.

When it comes to treating the mentally ill, "frankly, the community is doing a horrible job, and people are dying because of it," he said in an interview.

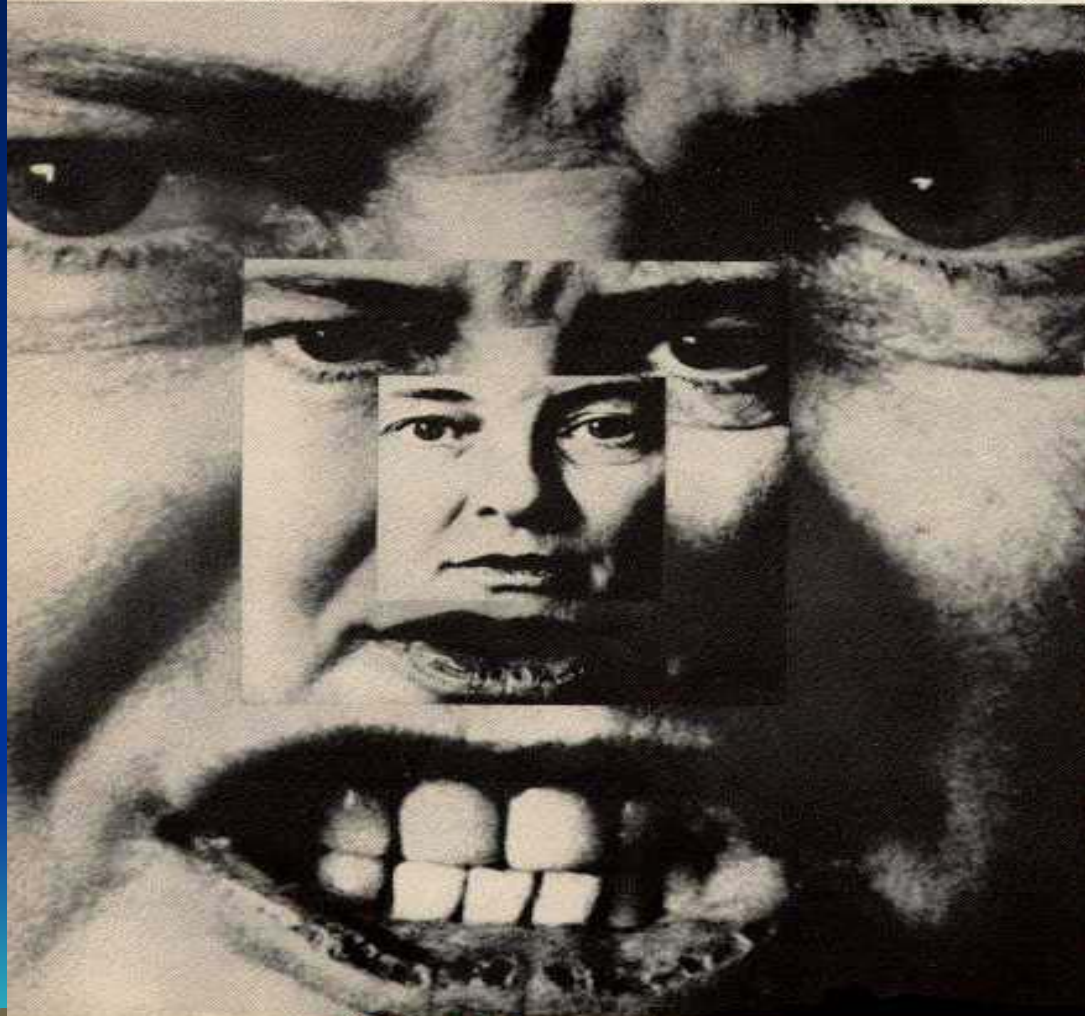
By law, authorities can do little besides arrest mentally ill people if they are a danger to themselves or others.

"It's very frustrating because all you have to do is walk down K Street and you come across some poor person up there screaming their brains out standing in the street, completely whacked out of their minds, and we're almost powerless to do anything," he said.

Quote from Police Chief Najera, The Sacramento Bee,
December 3, 2005



reduce
psychic tension



Valium[®]
(diazepam)



SHOCK
CORRIDOR!
OPENS THE
DOOR TO
SIGHTS YOU'VE
NEVER SEEN
BEFORE!



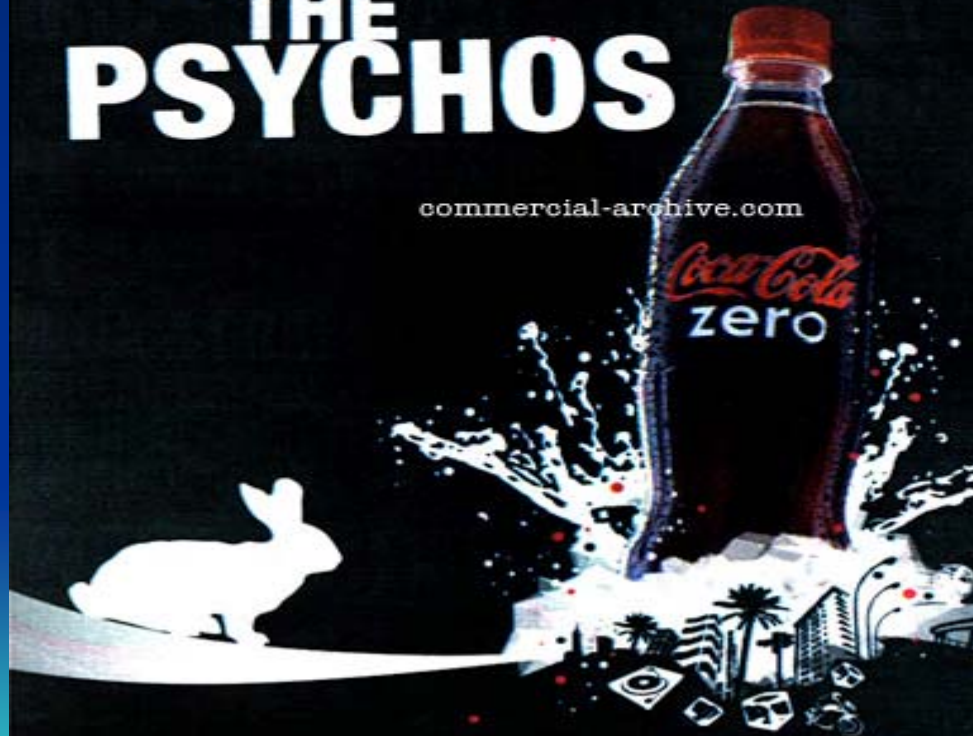
SHOCK CORRIDOR

SHOCK CORRIDOR! THE MOST SENSATIONAL AND SHOCKING SIGHTS YOU'VE EVER SEEN!

BLIND DATES

WITHOUT
THE
PSYCHOS

commercial-archive.com



GREAT Coke TASTE zero SUGAR

"Coca-Cola", "Coke", the Dynamic Ribbon device and the design of the Coca-Cola Contour Bottle are registered trademarks of The Coca-Cola Company.





99%
MENTAL
CRAZY RIDER™

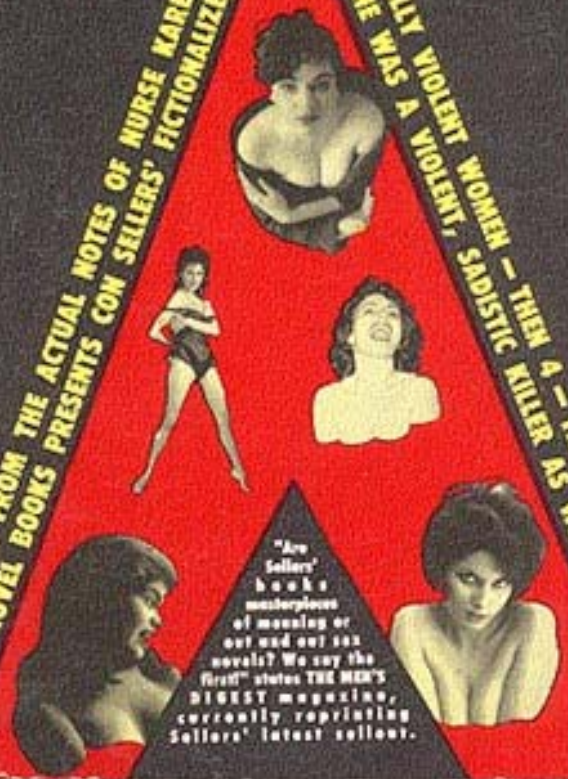
The logo is centered within a white rectangular area. It features a large black oval background. Inside the oval, the text "99%" is at the top in a bold, white, sans-serif font. Below it, the word "MENTAL" is written in a larger, bold, white, sans-serif font. At the bottom of the oval, the words "CRAZY RIDER" are written in a smaller, bold, white, sans-serif font, followed by a trademark symbol (™). The entire logo is set against a dark blue background that transitions into a lighter blue gradient at the bottom, where a silhouette of a mountain range is visible.

50
NOVEL
BOOK
50 60
Original
FOR ADULTS

FEMALE PSYCHO WARD!!!

TAKEN FROM THE ACTUAL NOTES OF NURSE KAREN GREGG -
NOVEL BOOKS PRESENTS CON SELLERS' FICTIONALIZED SHOCKER

5 SEXUALLY VIOLENT WOMEN - THEN 4 - THEN 3 -
WHICH ONE WAS A VIOLENT, SADISTIC KILLER AS WELL?



"Are
Sellers'
books
masterpieces
of manning or
out and out sex
novels? We say the
first" states THE MEN'S
DIGEST magazine,
currently reprinting
Sellers' latest sellout.



**thank
god for
mental
illness**





I used to be
SCHIZOPHRENIC,
but we're OK now.

©2001 Warner Bros.



JOHN H. GLASS
600376

In treatment of patients with chronic schizophrenia

It pays to break the cycle of noncompliance, relapse, and hospitalization

- Relapse is the major factor in high treatment costs—resulting in a high degree of hospitalizations and ER visits with associated costs.
- Depot therapy significantly reduces hospital days.¹
- HALDOL® Decanoate assures drug delivery for a full month vs only 15 days with fluphenazine decanoate—which may help increase compliance while decreasing management costs.

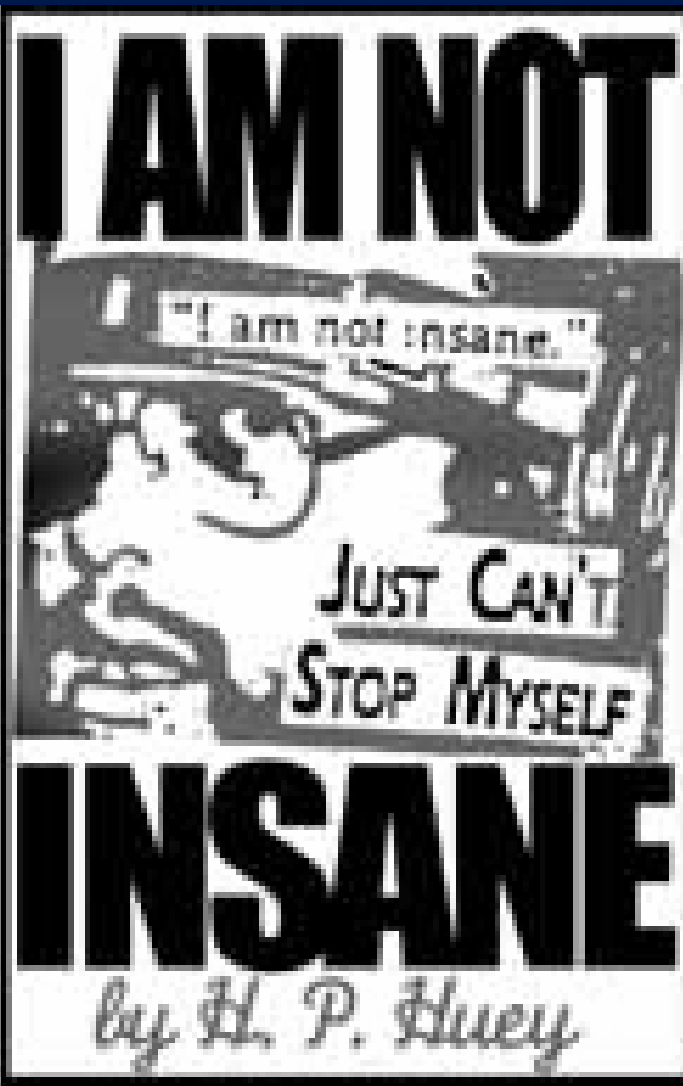
During dosage adjustments or episodes of exacerbation of psychotic symptoms, therapy with HALDOL Decanoate 100 or HALDOL Decanoate 50 can be supplemented with short-acting oral forms of HALDOL® (haloperidol). The side effects of HALDOL Decanoate 100 and HALDOL Decanoate 50 are those of oral HALDOL. The prolonged action of HALDOL Decanoate 100 and HALDOL Decanoate 50 should be considered in the management of side effects. Please see Brief Summary of Prescribing Information on adjacent page.

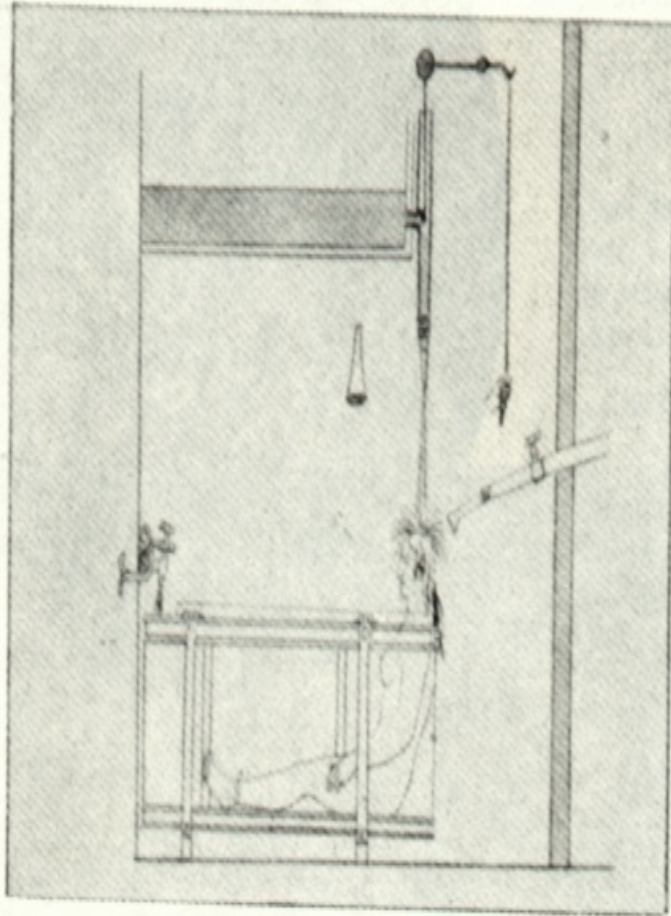


HALDOL® Decanoate 100

(HALOPERIDOL) INJECTION 100 mg/mL

Reduced Relapse = Reduced Hospitalization





Noncooperative patients tied in a salt-water tub and punished with a hosing in nineteenth-century Germany.

- Common form of punishment to mental health clients in the 19th century.

play options...

ONLINE

CODEMASTERS MULTIPLAYER NETWORK™

or LAN NETWORK

or SINGLE PLAYER



Codemasters™

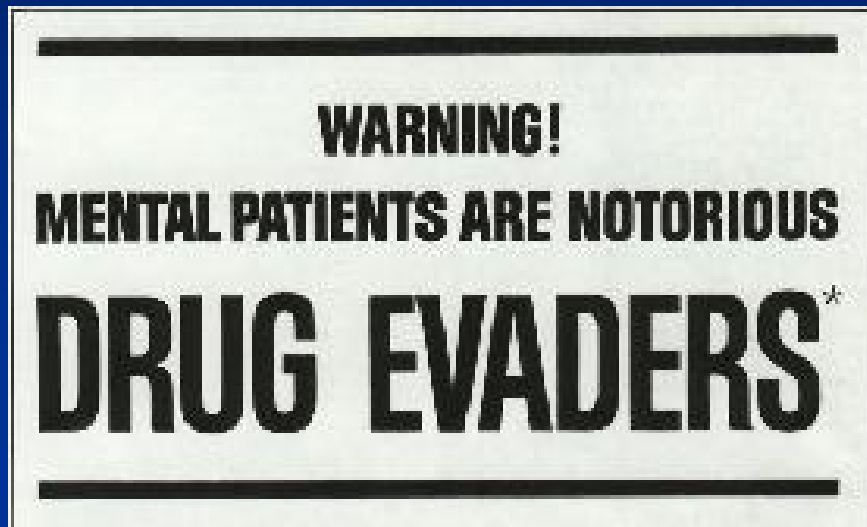
GENIUS AT PLAY™

DEFINITION DISPLAY — The title of the film is defined as follows in Webster's Collegiate dictionary:

SCHIZOID /'skiz-oid/ adj: characterized by, resulting from, or suggestive of a split personality.

Use this definition to add interest to your display by blowing it up photographically from a page in the dictionary or setting it in type as an adjunct to posters and lobby material.

SPLIT PERSONALITY DISPLAY — Have one half of a poster or lobby paper shot in negative and re-fixed to its position on the display as an added accent to the split-personality theme suggested by the title. Another similar effect can be created to spark up your display by tearing a poster in half and re-pasting it on a dark background board so that the tear is easily visible.



Smith, Kline and
French trade
magazine
advertisement

1962



Early form of
restraining
device

ca. 1870

ROASTED NUTS

General-alarm fire at Trenton Psychiatric

By TOM BALDWIN
& JEAN LEVINE

Staff Writers

A welder's torch sparked a general alarm blaze that gutted offices and a chapel at Trenton Psychiatric Hospital yesterday as it burned out of control for more than two hours.

Authorities said no TPH employees or patients were hurt in the morning blaze. But several of the 100 firemen who responded to the scene collapsed from heat exhaustion.

Battalion Chief Graham Smith of the Trenton Fire Division said the blaze broke out in the Haines Building shortly before 8 a.m.

In minutes, as the flames shot across the roof of the L-shaped, three-story structure, firemen were calling for more help from Trenton's fire force as well as the volunteer firemen of Ewing, Hamilton and Lawrence.

Before it was declared under control at 10:19 a.m., the blaze would go to three alarms, then general alarm status.

Firemen initially charged into the building in the effort to beat down the flames. Fearful of a collapse, however, supervisors pulled firefighters back out to fight strictly from outside with aerial hoses.

Officials said it was perhaps the worst fire in the 150-year history of

